V-WEAR I '94
PROGRAM REVIEW

	CURRENT WEEK (3/23/94)		CURRENT WEEK (3/30/94)		CUMULATIVE (3/30/94)	
MAIL RECEIPTS	**5,652**	**100.00%**	**4,115**	**100.00%**	**40,591**	**100.00%**
DM#1	3,619	64.03%	2,063	50.13%	25,802	63.57%
Magazine	765	13.54%	519	12.61%	2,643	6.51%
PSI	748	13.23%	820	19.93%	8,476	20.88%
Carton Insert	25	0.44%	183	4.45%	208	0.51%
Bounceback	495	8.76%	530	12.88%	3,462	8.53%
ORDERS PROCESSED		**7,023**		**2,956**		**31,870**
% of Mail Receipts Processed		-		-		78.51%
Estimated Unprocessed Orders		-		-		*8,721*
Estimated Unprocessed Item Orders		-		-		*21,209*
CURRENT AVG. TURN-AROUND TIME FOR PROCESSED ORDERS						
TOTAL ITEMS ORDERED	**16,374**	**100.00%**	**5,916**	**100.00%**	**77,506**	**100.00%**
Low UPC	9,027	55.13%	3,602	60.89%	42,916	55.37%
Mid UPC	3,864	23.60%	1,329	22.46%	18,926	24.42%
High UPC	3,483	21.27%	985	16.65%	15,664	20.21%
TOTAL ITEMS PER ORDER		**2.33**		**2.00**		**2.43**
Low UPC		1.29		1.22		1.35
Mid UPC		0.55		0.45		0.59
High UPC		0.50		0.33		0.49
TOTAL UPCS REDEEMED	**1,278,535**	**100.00%**	**400,110**	**100.00%**	**5,902,375**	**100.00%**
Low UPC	335,250	26.22%	134,020	33.50%	1,592,220	26.98%
Mid UPC	261,630	20.46%	89,260	22.31%	1,285,150	21.77%
High UPC	681,655	53.32%	176,830	44.20%	3,025,005	51.25%
TOTAL UPCS PER ORDER		**182.05**		**135.36**		**185.20**
Low UPC		47.74		45.34		49.96
Mid UPC		37.25		30.20		40.32
High UPC		97.06		59.82		94.92
ITEMS	**16,374**	**100.00%**	**5,916**	**100.00%**	**77,506**	**100.00%**
Low (20-40)						
Tattoo Kit	297	1.81%	122	2.06%	1,301	1.68%
T-Shirt	1,181	7.21%	466	7.88%	5,845	7.54%
Choker Kit	1,616	9.87%	592	10.01%	7,990	10.31%
Lighter	2,972	18.15%	1,176	19.88%	14,144	18.25%
Sunglasses	2,961	18.08%	1,246	21.06%	13,636	17.59%
Mid (55-80)						
Crepe Scarf	598	3.65%	188	3.18%	2,618	3.38%
Mini-Bag Pouch	1,627	9.94%	618	10.45%	8,174	10.55%
Poet's Blouse S/M	813	4.97%	248	4.19%	3,911	5.05%
Poet's Blouse M/L	826	5.04%	275	4.65%	4,223	5.45%
total poet's blouse	*1,639*	*10.01%*	*523*	*8.84%*	*8,134*	*10.49%*
High (100-400)						
Long Vest S/M	693	4.23%	201	3.40%	3,195	4.12%
Long Vest M/L	713	4.35%	285	4.82%	3,569	4.60%
Large Suede Pouch Bag	721	4.40%	170	2.87%	2,883	3.72%
Wristwatch	797	4.87%	207	3.50%	3,517	4.54%
Leather Jacket S	74	0.45%	22	0.37%	332	0.43%
Leather Jacket M	186	1.14%	32	0.54%	799	1.03%
Leather Jacket L	299	1.83%	68	1.15%	1,369	1.77%
total long vest	*1,406*	*8.59%*	*486*	*8.22%*	*6,764*	*8.73%*
total leather jacket	~~*1,084*~~	*3.41%*	~~*686*~~	*2.06%*	[redacted]	*3.23%*
INELIGIBLE ORDERS	559		122		2500	

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Source: https://www.industrydocuments.ucsf.edu/docs/jfhj0004